CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 7. TORONTO 2, CANADA June 18th, 1927

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John Gilbert and Greta Garbo *in*
FLESH AND THE DEVIL

Lon Chaney *in*
TELL IT TO THE MARINES
MR. WU
THE UNKNOWN
Greater than "The Unholy Three"

William Haines *in*
SLIDE, KELLY, SLIDE

Karl Dane and Geo. K. Arthur *in*
ROOKIES

Ramon Novarro *in*
LOVERS

Norma Shearer *in*
AFTER MIDNIGHT

John Gilbert *in*
TWELVE MILES OUT

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MARIE DRESSLER and POLLY MORAN
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1 NOVARRO	1 GISH
3 SHEARERS	3 DAVIES

and oodles of other Stars and Great Specials to be sold

Metro-Goldwyn-Mayer's Big Parade of Stars

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259 SPADINA AVENUE, TORONTO 2

NOW

FLESH AND THE DEVIL

WILLIAM HAINES *in* SLIDE KELLY SLIDE

ROOKIES — TELL IT TO THE MARINES *and more! more! more!*

NORMA SHEARER *in* AFTER MIDNIGHT

LON CHANEY *in* THE UNKNOWN

THE CALLAHANS AND THE MURPHYS

JOHN GILBERT *in* TWELVE MILES OUT

MARION DAVIES *in* TILLIE THE TOILER

RAMON NOVARRO *in* LOVERS

LON CHANEY *in* MR. WU — CAPTAIN SALVATION — *and more! more! more!*

SOON

3 LON CHANEYS

4 WILLIAM HAINES

1 LILLIAN GISH

2 GRETA GARBOS

1 RAMON NOVARRO

2 DOG STAR (*Bonaparte*)

2 JOHN GILBERTS

3 NORMA SHEARERS

5 COSMOPOLITANS

6 TIM McCOYS

3 MARION DAVIES

2 JACKIE COOGANS

—and more! more! more!

3 *Karl* DANE — *Geo. K.* ARTHUR

3 *Aileen* PRINGLE — *Lew* CODY

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Love - Humor

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It's a Paramount Release

Scene from Warner's "White Flannels," starring Virginia Brown Faire and Jason Roberts.

Frances Lee shows Bobby Vernon, star of "Duck Out," a Bobby Vernon-Educational Comedy, how easy it is to do a split. Bobby has just about decided to leave such things to his leading lady in the future.

Joseph Schildkraut, playing opposite Lya de Putti in "The Heart Thief" for P. D. C.

Marion Davies in Metro-Goldwyn-Mayer's "Tillie the Toiler." "She toils not, neither does she spin," but she gets there just the same.

Constance Talmadge's latest for First National is "Venus of Venice."

Margaret Livingston, petite Fox star.

First National's "twinkling star," Colleen Moore, as she looks off the set.

A "heavenly" scene from "Heaven on Earth," starring Renee Adoree and Conrad Nagel, and released through Metro-Goldwyn-Mayer.

Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
New York Office
45 West 45th Street

RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

Official Organ of the M.P.T.O. of Canada
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol, 19, No. 7 | TORONTO, CANADA | June 18th, 1927

Progress

RAY LEWIS

AN all-exhibitors' organization was proposed and adopted at the Columbus Convention. It is an indication of progress in our Industry.

It should be the nucleus of a Theatre Owners' Association of America in which all theatres, legitimate, vaudeville, etc., are all eligible for membership. The amusement world has so developed that each form of amusement along theatrical lines overlaps and mergers into the other.

Organization is fundamentally for protection. All theatres need representation on legislative matters, representation in connection with their public contact. Therefore, all theatres should contribute towards this safeguarding of their interests.

The majority of delegates at Columbus appeared to realize that the time had arrived for a strengthening of the M. P. T. O. A. or its demise. In its present state it could not continue to function even as well as it had done in the past.

Theatre development during the past few years has changed the general viewpoint towards many existing conditions. Some of the most radical M. P. T. O. A. members for the cause of independence were in accord with the viewpoints which I have expressed in my series of articles in The Digest and The Daily Review, with my summing up.

All appeared agreed on the point that independent units had their place in the great scheme of things, and that their preservation could only come through the sources which were endangering their position.

If the question of an all-exhibitors' organization was not so big in its idea, it would have passed through without creating any opposition, but the very power behind such a move, which I believe is for the good of the Industry, in which we are mainly concerned, this move necessitated a stormy session before a compromise was effected.

Now that the M. P. T. O. A. has let down its bars, I advise every producer-distributor-exhibitor to offer the association their congratulations and co-operation and enter all their managers as paid members, to "play ball."

It is not necessary to point out to the producer-distributor-exhibitors how much they need an exhibitors' association, and to what great use they can develop the independent exhibitors who are the only platform upon which the big fellows can stand in connection with many far-reaching problems with which the Industry is confronted.

The "little exhibitor" is in truth "the hen which lays the golden egg." In his destruction the financial gain will be wiped away through a limited source of distribution, a source of public contact, a public which is not yet educated up to Persian rugs and Oriental interior decorative schemes.

New picture fans are continually coming into the country from foreign shores, coming into the theatre from the masses, not ready for theatre palaces, but ready to be educated into motion picture fans, growing gradually prosperous enough to be able to indulge themselves to the extent of low-priced picture shows.

The "little exhibitor" is your legislative contact as I have so many times stressed. "Rich as a motion picture producer," "Rich as a chain theatre owner," these are expressions frequently heard on the lips of legislators. It is the "little theatre owner" who wins for the larger theatres the concessions which mean so much when one operates a chain of theatres.

If an all-exhibitors' organization is formed, it will be the most important and far-reaching move which this Industry has developed towards its economic salvation.

The Columbus Committee on Convention, and its officers, represented by President James of the Ohio Association, First Vice-President Jack Harwood who officiated as Chairman of the Convention Committee, P. J. Wood, Business Manager and Secretary of the Convention Committee, and H. P. Rhoades, as Publicity Director, should be congratulated on the business-like conduct which prevailed covering all convention interests.

Ray Lewis

Ray Presents

ALDERMAN SUMMERVILLE of Toronto, has requested me to invite all News Reel cameramen to participate in screening Toronto's participation in the celebration of the Confederation Diamond Jubilee.

Provision will be made to secure for cameramen positions of advantage, where they can catch the "best shots" of all the participating celebrations. Police protection will be given them, and co-operation, enabling them to work under the most favourable conditions. Toronto officials appreciate the value of the News Reels.

IF the camermen of all the the News Reels will communicate with Alderman Summerville, at the Prince of Wales or Eastwood Theatres, Toronto, or with Roy Mitchell, director of the "Float Parade," Toronto, or with Ald. Summerville at the City Hall, full co-operation will be extended to them.

I BELIEVE that the Industry of Motion Pictures should participate in this Diamond Jubilee Celebration. The Digest will publish a Special Confederatoin Jubilee Number, thereby uniting the Industry with this historical event.

The prosperity of Canada; and its progressive march is certainly linked up with the progress of our Industry in Canada; and our Industry has certainly helped in building up this Dominion of Canada; and in publicizing its advantages, through the service of its screens.

THERE will be a parade on Saturday, July 2nd, in which "historical floats" will play a prominent part. These "floats" will participate through the co-operation of the various interests and enterprises in Toronto.

I BELIEVE the Industry of Motion Pictures should have a "float," and that if it is possible some of our stars born in Canada should come to Toronto as a special attraction for this "float."

Such a "float" would give the Industry a choice publicity presentation; and emphasize our internationalism, our friendly spirit of good-will and co-operation to all nations.

THE "float" could also be arranged so that it is representative of our Industry and a part of this historical celebration, the making of a historical event in Canada in a Motion Picture Studio. We might call it "Canadian History in Motion Pictures."

Incidentally, our cameramen could, as they travel on this "float," take scenes of the various crowds along the line of the parade.

THESE pictures could be shown at the local theatres and prizes offered to those who identify themselves as having been shown upon the screen. This is good showmanship; and Jubilee publicity.

I BRING this matter of the "float" participation to the special attention of Mr. Will Hays and to the attention of Col. John Cooper to whom I suggest the calling of a meeting to make full arrangements.

Alderman Summerville, under whose jurisdiction these matters have been placed, is in perfect accord with my idea for a motion picture presentation; and has requested me to extend this courtesy of participation to the Motion Picture Industry.

WHILE Paramount are talking about who will play "Lorelei," the gold-digging blonde in "Gentlemen Prefer Blondes," it occurs to me that a "brunette with a blonde personality" might be just the right kind of a blonde for this part, and that a redhead with a blonde personality might be a better "colour match."

I can't seem to get Clara Bow out of my mind for this part. I don't know whether this is mental telepathy, or intuition, autosuggestion or a "bunk hunch," but as I previously stated Clara Bow as the kind of a blonde which gentlemen would prefer continually suggests itself.

Imagine the talk which such an announcement would create, Clara Bow in "Gentlemen Prefer Blondes," and how cute and "gold-diggey" Clara would be in that part. It makes me happy just thinking of the entertainment she could furnish; and how many of her admirers would go to see Clara get that tiara from that Scotch gentleman of title. I am thinking that Clara Bow in "Gentlemen Prefer Blondes" would be a million-dollar tie-up for Paramount.

Mr. & Mrs. Charles Straw Entertained in Winnipeg

Mr. and Mrs. Charles L. Straw, of Port Arthur, Ont., the former being one of the best managers of the Famous Players staff and a former resident of Winnipeg, when he managed the Starland, Lyceum, College and Metropolitan Theatres, visited Winnipeg recently and were entertained by the Screen Association.

M.P.T.O.A. Delegates Columbus Convention Oppose Attack on Hays

Ray Lewis Administers "Motherly Slap" Which Produces Ike Friedman Resolution of "Regrets"

During the Columbus Convention Banquet, the toastmaster of the occasion, in introducing Chas. Pettijohn, one of the "guest speakers," launched an attack upon Will Hays. Such phrases as the Industry "being a blind tiger with a preacher in front of it to prevent it from being raided," might be "funny" if one had that kind of a sense of humour. But to be compared to a "blind tiger" is a comparison which the Industry certainly should consider odious and which should have been greeted with silence instead of amusement.

That this attack was launched in the presence of the Governor of Ohio, and about six hundred guests, among whom were many notables, is most regrettable.

The only redeeming feature about the matter is the fact that no member of the M. P. T. O. A. is responsible, nor were any of the delegates, or officers aware that such an attack would be made by their toastmaster.

Mr. Pettijohn handled the embarrassing situation adroitly and with grave dignity.

Harry Warner rose to the defence of Will Hays, pointing out "the General's" general service to the Industry, but a counter attack followed; and the event was the "choice news" of the newspaper press on convention notes, the following day.

However, during the convention sessions, Ray Lewis administered a "Motherly Slap" to the delegates for what had occurred; emphasizing the importance of protecting themselves from such possibilities through diplomatic management, and pointing out the embarrassment which the incident must have occasioned Mr. Pettijohn, "a guest at their table."

Miss Lewis quoted the well-known phrase, "Render unto Caesar the things which are Caesar's," in relationship to Mr. Hays. Mr. Hays has been made the official head of the Motion Picture Producers and Distributors Association of America.

The public recognize in him the Industry's representative. The position he represents warrants our respect; and we should protect his position if only for selfish reasons.

At the banquest last evening there were present the Governor of Ohio, the Hon. Vic Donahey, and other U.S.

(Continued on Page 12)

MONTREAL COMMISSION ENLARGING PICTURE SCOPE OF ITS INVESTIGATION

The scope of the Royal Commission which has been investigating into the Laurier Palace Theatre disaster which occurred last January in Montreal has been widened by orders of Hon. L. A. Taschereau, Premier of the Province of Quebec, so that it now assumes the status of a general inquiry into the moving picture theatre business in the Province of Quebec.

On June 9, Premier Taschereau issued the following order to Mr. Justice Boyer, who is conducting the investigation:

"I have received representations from various social bodies, requesting me to instruct you to extend the scope of your investigation to embrace the moral aspect of cinematograph performances. As the Government desires the inquiry to be as complete as possible, please accommodate yourself to the desire thus expressed and give a hearing to evidence or representations that may be placed before you in this connection."

This development created somewhat of a sensation among the exhibitors of the Quebec cities, particularly as the question of Sunday shows had been made an issue before the Commission, Sunday performances having been tolerated by the authorities for many years.

A large number of Montreal exhibitors appeared before the Commission on June 10 to give evidence regarding Sunday patronage. Some theatre proprietors swore that Sunday business was equal to as high as 45 and 50 per cent of total receipts for a week.

Those who spoke along this line included: Arthur Bourget of the Bourget Theatre; Nicholas Lazinas, Lord Nelson and Napoleon Theatres; Jules Hamel, Passe Temps Theatre; J. E. Bowie, Dominion Theatre; Delphes Bellerose, Sun Theatre; Harry Heller, Majestic Theatre; Percy Joyce and S. Ahounsinias, Star Theatre; J. P. Smith, Regal; David Berzan, Boulevard; A. Rosenthal, Canada Theatre; Joseph Cardinal, St. Denis, Canadian, Casino, National and other theatres.

Mr. Ray Tubman Forever on the Job

An attendance competition is being conducted by Ray Tubman for the Imperial Theatre, Ottawa, Ontario, the first prize being a Pathe camera and projector outfit, other prizes being passes to the theatre. A coupon is issued with every admission ticket and the patron returning the largest number of coupons on July 15 will receive the Pathe equipment.

J. M. FRANKLIN ATTENDS GOLF MEET

J. M. Franklin, popular manager of B. F. Keith's Theatre, Ottawa, was absent on leave during the week of June 6, when he attended the Keith-Albee golf tournament at Rye, N. Y. Mr. Franklin has become an enthusiastic golfer and this tourney for Keith managers has become a big event of the year for him.

Lawrence Bros. to Have New Theatre at Dinsmore

Lawrence Brothers, owner of the motion picture theatre at Dinsmore, Sask., have let a contract for the erection of a new theatre in the town. Its dimensions will be 30 feet in width and 100 feet in length, with a 21 foot platform across the front. It will be one of the most modern theatre buildings in that section of Saskatchewan.

Mark Ross of Universal Talks Canadian Production

Motion picture men of Manitoba and Saskatchewan conferred with Mark Ross, representative of the Universal Film Corporation in Winnipeg and attended advanced showings of a number of the season's products. The theatre men and the operators of the picture houses with the film exchange managers, were guests at night at a dinner served at the Royal Alexandra Hotel where 200 gathered and where addresses of interest to the Trade were given. Mr. Ross stated that a number of Canadian pictures are in preparation and at least two of them would be filmed in western Canada this summer. "Back in God's Country" is one of them.

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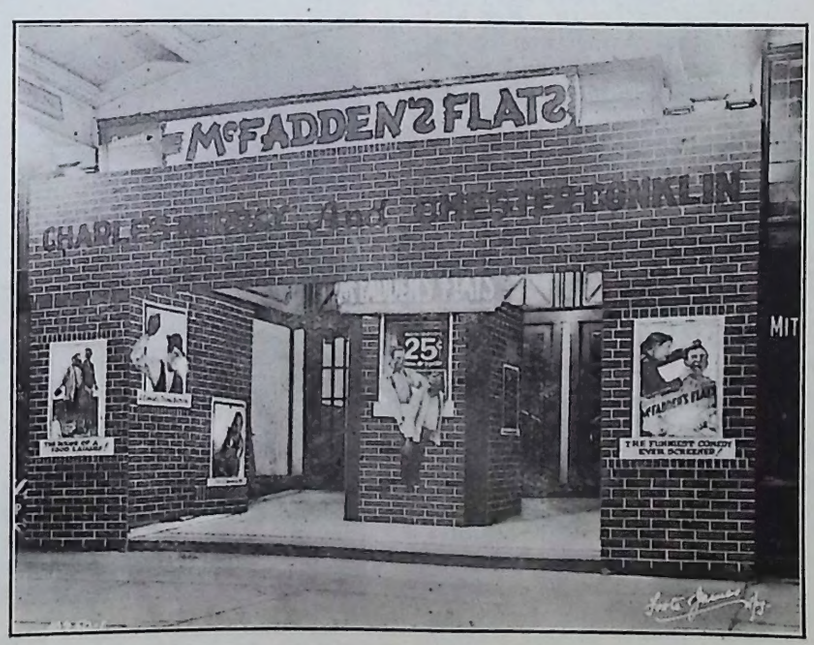
A BEAR STORY

Which Has a Comedy Situation

While visiting Johnson's Canyon, near Banff, Alberta, Mrs. Marion Simpson Laurie, of Sussex, Eng., was severely bitten by a bear. Mrs. Laurie, who is returning to England from Australia, stopped off at the mountain resort. The bear was noticed near the cabin and Mrs. Laurie endeavored to feed it chocolate, and when the bear rested his paw on her right arm he stooped down and severely bit the arm below the elbow inflicting a serious wound. The bear was shot the next day.



"McFADDEN'S FLATS"
Front designed for engagement at Starland Theatre, Winnipeg, Canada, by Manager Geo. H. Gratios.

"THE FIRE BRIGADE"

Exploitation Stunt at Belleville Results In Unfortunate Accident

A most distressing accident occurred at Belleville, Ontario, on June 8, when a fireman was seriously injured before a large crowd of spectators at the City Hall during an exploitation stunt for "The Fire Brigade" which was being shown at the Belle Theatre, the manager of which is J. C. McCarthy.

As a direct result of the unfortunate happening, there is now a proposal on the part of the municipalities throughout the Province of Ontario to place restrictions on outside demonstrations for moving picture attractions, the matter having been considered by the delegates attending the convention of the Union of Canadian Municipalities at Ottawa, during the week of June 6.

The Belleville Fire Department had made a special run to the City Hall at the request of a motion picture exploitation man. Two lines of hose were being used when the 45-foot extension ladder was hoisted for the purpose of dropping a banner announcing the presentation of the picture at the Belle Theatre. The ladder gave way and one fireman, Edward Clark, hurtled through space, falling with a crash on the cement pavement. His teeth were knocked out, his jaw and nose were broken, an arm fractured and he suffered other injuries. He also sustained a concussion.

Garrick Theatre Co. Sues

Action Against Musicians' Union For Strike

The Garrick Theatre Company of Winnipeg has entered an action claiming $20,000 from the Musicians' Union for breach of contract by the Association in not supplying the theatre with a competent orchestra. It is also claimed that the Association called the musicians out on strike and forced the company to cancel a vaudeville film engagement. An injunction is asked to restrain the defendants from calling a strike. By an agreement entered into in August the Musicians' Union agreed to provide the Garrick Theatre with a competent orchestra but had failed to do so, the writ said.

MONTREAL TAXES

The moving picture theatres of Montreal, Quebec, must be doing fairly well, judging by the official report of the city treasurer regarding civic revenues, which was presented June 9.

This report shows that the net revenue to the city from the theatre ticket tax during 1926 amounted to $379,589.60. This was a considerable increase over the net ticket tax returns for 1925, which totalled $336,725.35.

Manitoba Censor Board

Licenses and Amusement Tax

The Manitoba Censor Board, during the past 12 months, censored 1,782 subjects, comprising 5,518 reels, 320 eliminations were made and 47 subjects were entirely rejected, twenty of these rejections were appealed, of which the Appeal Board passed 14 and rejected 6.

Licenses were given to 34 picture theatres in towns and villages of Manitoba and 25 in Winnipeg. Censor fees amounted to $16,252 and the amusement tax amounted to $188,000.

"Mons" and Fire Brigade" Go Over Big

Manager McGeachie of the Algoma Soo, states that the British-Regal feature, "Mons," was the easiest picture, outside of M-G-M's "Fire Brigade," that he ever had to put over.

The clergy, school teachers, and prominent clubs appeared to be waiting to help, with the result that the picture broke all records. There was a tie-up with a local paper. The musical score was the one utilized by Romanelli — a bugler was concealed on the roof — military ushers used — community singing of all old war songs with special slides was introduced. Letters which told the story of "Mons" and its presentation were sent to the clergy and the principals of all schools. The front theatre lighting was in red, white and blue. A special flag front was also an attraction.

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DRESSING UP THEATRES

Both the Regent and Imperial Theatres, Ottawa, which are under the direction of Ray Tubman for Famous Players Canadian Corporation, have blossomed out with new exterior finishes through the application of new color schemes. The Imperial Theatre has made excellent progress since it was taken over by Famous Players some weeks ago with special pictures and a new orchestra.

The picture house at Star City, Sask., the Gaiety, was destroyed by fire recently. It broke out in the projection room after 11 p.m.

Dr. Hugo Riesenfeld has been engaged by Carl Laemmle, President of Universal Pictures, Inc., to be the Managing Director of the B. S. Moss Colony Theatre, Broadway, which Universal will take over September 1st.

AUSTRALIAN FILMS LEGISLATION POSSIBLE

Australia is considering the advisability of introducing film legislation by way of encouraging the production of British Films. Australia is said to lead in the market of picture attendance in proportion to her population.

In 1926 attendance numbered 150,000,000 and from 1921 to 1926 the capital invested in picture theatres is reported as having increased from £6,700,000 to £25,000,000, approximately $20,000,000.

Of Australian film imports 10 per cent are British, but Australia is interested in film production and is building this enterprise in her country. During Sept., Oct., Nov., Dec. of 1926, Australia exported 138 films which were distributed as follows: England, 67,949 feet; New Zealand, 24,489 feet; Singapore, 25,383 feet; Dutch East Indies, 17,456 feet and 7,221 feet to the United States which is a little over 10 per cent of her film export during this period.

The Australian senate discussion of the film problem developed the following programme:

"(1) That Australia is determined to work for a higher percentage of Empire pictures and is ready to break down barriers which stand in the way of the desired objective. (2) Australians are confident that there is the capacity and the facilities can be created within the Empire to produce films of a better class and a higher entertainment value than the majority of the pictures which theatres now have no alternative but to accept. They are resolved that Australia will itself become a successful producer. (23) That it is by working in conjunction with other portions of the Empire that we can secure our share in the world's distribution as our only chance appears to be along the lines of Empire co-operation."

Two Theatre Managers Fined at Toronto

For neglecting to issue the proper Government Amusement Tax with admission tickets, Magistrate Cohen fined Isadore Hunter, of the Standard Theatre, Toronto, $20.00 and costs; and Aaron Applebaum, of the Temple, Toronto, was fined $10.00 and costs or thirty days for admitting children to his theatre without the necessary adult escort.

Clara Bow's red hair is the reddest in Hollywood. It waved riotously in her latest Paramount picture, "Rough House Rosie."

J. C. BRADY

President M. P. T. O. Canada, who attended the Columbus Convention of the M. P. T. O. A.

"BILL" TINGLE MISSED AT SHEA'S THEATRE

The death of William Tingle removed from the city another theatrical associate, who had made many friends; and who numbered a host of acquaintances through the courtesy of the office wherein he officiated, during his association with Shea's Theatre.

The late Mr. Tingle came to Toronto about 27 years ago. His death was a great shock as he appeared to be in apparent good health.

Patrons at Shea's Theatre will miss his genial personality from the box-office.

TORONTO "THE GOOD" GETS "A DRESSING"

Joseph Brunet, President of the Quebec Labor Congress and of the Typographers' Union, told the Royal Commission of Montreal, which is investigating the Montreal Theatre Fire Tragedy that "there is more sin in one Sunday in Toronto, 'the good' than there is in five whole years in Montreal."

Mr. Brunet was opposed to the Sunday closing of theatres. He intimated that such a condition was responsible for the crowded state of the "speak-easies" in Toronto on Sunday. According to Monsieur Brunet Toronto on Sunday is "Blind Pig," or "Blind Tiger" day. I wonder where the name originated? I should imagine "Babbling Brook," or "Laughing Gas," "Thirsty Duck," or "Pass The Buck" would be more euphonious.

1928 M.P.T.O.A. Convention Welcomed by Mayor Foster

Alderman Summerville, one of the officers of the M. P. T. O. of Canada, accompanied by J. C. Brady, president of the M. P. T. O. of Canada, attended the Annual Convention of the M. P. T. O. A. at Columbus, Ohio, June 6-7-8-9.

Ald. Summerville brought a cordial letter of welcome from Mayor Foster of Toronto, inviting the delegates to hold their 1928 Convention here. J. C. Brady's announcement of Toronto, Canada, as the logical Convention point appeared to meet with general approval.

When Ray Lewis, another Canadian delegate to the Convention arose to address the delegates on Canada, the speaker was greeted with a chorus of "How dry I am, how dry I am, O nobody knows, how dry I am." Miss Lewis stated that in Toronto this song was now sung in the past tense; and all the nice things which she said about the "purity of the drinking supply," the fishing possibilities, the good motoring roads, the friendliness of the climate, the hospitality of the Torontonians, the co-operative spirit of geniality with which Toronto housed and accommodated itself to conventions was received with understanding and approbation by the delegates in Convention.

When the sessions closed the Canadians were sent on their way with "I will see you in Toronto next June," and judging by the numerous inquiries which were made concerning Toronto, Lake trips, etc., it certainly looks like a record-breaking attendance for the 1928 M. P. T. O. A. Convention should the Board of Directors approve the sentiments of the delegates in its selection of Toronto for the 1928 Convention.

Thomas Bragg Testifies Famous Shareholders Are Clergy

Thomas Bragg, representing the Famous Players Canadian Corporation as a witness before the Royal Commission, testified that members of the Catholic and Protestant Clergy were shareholders in the Famous-Players Canadian Corporation, and the Palace Theatre Company of Montreal, Limited.

This evidence came out during the Sunday closing session of discussion before the Royal Commission.

When Mr. Bragg was asked to give the names of the clergymen holding shares, the witness replied that he would file a list of the names before the probe at an early date.

Famous Players Contest Screen Opportunity

Over Thirty Theatres Participating Furnish Entry Blanks To Contestants

The Famous-Players Canadian Corporation are conducting a "screen Opportunity Contest" in which over thirty theatres are participating. The winner of the first prize receives a trip to Hollywood and a six-cylinder Overland-Whippet. She will also be given a screen test at the Famous-Lasky-Paramount Los Angeles Studio. All expenses will be paid with the privilege accorded her of being accompanied by a chaperone.

Second prize gets a Whippet-Foadster, third prize $200.00, and fourth $100.00, fifth and sixth $50.00. Other prizes include silver cups to the winners in each theatre. The final test to be held in July at the Uptown, Toronto. All the theatres are securing co-operation through their various newspapers locally and the interest is keen, since the merchants in the different centres are also co-operating to the extent of giving various prizes to the winners from their communities. Each winner will enter the competing lists under the name of the theatre under which she was enrolled.

Public Demand "Non-Stop Flight"

Public demand created by the intense interest throughout the world in Captain Charles Lindbergh's sensational hop from New York to Paris has forced F.B.O. to place additional prints of Emory Johnson's "The Non-Stop Flight" in all of their exchanges.

"The Non-Stop Flight" is an authentic picturization of the Navy's memorable air dash across the Pacific which gripped the interest of the entire world last summer. Mr. Johnson obtained the complete co-operation of the U. S. naval authorities in developing every feature of the production, and as a result, achieved a flawless degree of realism in the flight scenes especially. The famous PN 9 sea plane in which Commander Rogers and his followers made the flight appears in the film.

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100 PER CENT PROGRAM FROM PARAMOUNT

Beginning August 1, Paramount will supply the nation's exhibitors with a "100 per cent programme," which will include feature-length pictures, a semi-weekly news reel and short features and comedies.

Last Minute News

July 1st is reported as the date for the reduction of the promised Amusement Tax in Ontario to function.

"The World War," an official German War film depicting its part in the War of 1914-18 has been produced by the U. F. A. The film taken "at the front" and in Germany shows war in its deadliest reality as "Agony."

"The World War" will be exhibited in London during the current month and is reported in the Montreal Star, as being "the best war film that has yet been produced, or assembled for official archives."

Ald. Trepanier, Montreal City Council leader, testified before the Royal Commission, and stated as President of the St. Jean Baptiste Society that he represented 110,000 Montrealers when he said "through the agency of the movies, Canadian children are being slowly but surely Americanized."

Neil Hart and Thos. Walsh visited High River, Alta., as guests of the Board of Trade at their regular luncheon. Mr. Walsh is a native born Australian, Mr. Hart western film star formerly associated with Universal. Location for a studio ranch was the inspiration of the visit.

The Equipment and Accessories Show was a big feature at Columbus, they had a display which was a source of education; and no exhibitor need with the advances made along technical lines, house poor projection, etc.

New theatres at Trail and Kimberley, British Columbia, planned for Famous Players. Modern play houses to cost $110,000.00. Seating capacity not less than 1,000 each. Equipped with full stages and for road-show accommodation.

T. P. McCartney is the manager of the Orpheus Theatre, Halifax, N. S.

Rex Theatre, Merritt, B. C., has had extensive alterations under management of W. A. Wilkinson, now considered one of the big ones.

British Instructional Films, Ltd., appeal to the public has been heavily over-subscribed. The prospectus is headed to the share capital of £100,000. It was reported that following the issue applications received at the head office, and one branch alone amounted to 102,000 shares. It is estimated that the flotation may be three times over-subscribed.

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400 acre West Vancouver site to be purchased by the Canadian National Cinema Studios for production purposes. Four-knit studio proposed. Initial expenditures involves $750,000.

A. H. Burrett, of the Lakeside, Mimico Theatre, Toronto, was fined $20.00 and costs in country police court for permitting children under 15 to attend his theatre after 6 P.M. without adult escort.

Princess Theatre, Listowel, Ont., is undergoing extensive alterations.

By-Law Compelling Theatres to Drill Staff

Edward Cunningham, efficiency engineer of the C. P. R. and a member of the Citizen's Committee, Montreal, investigating under civic authority safety conditions of Montreal Public Buildings, informed Justice Boyer's Commission that in all probability there would be "an adoption of a by-law which will compel the maintenance in all theatres and moving picture houses of a staff of attendants who will be specially drilled to action in the event of any undue occurrence, which may result in a panic in a theatre, or otherwise disturb the audiences and menace their safety."

Full details of the proposed by-law would be furnished the Commission enabling them to recommend the adoption of the by-law throughout the promise, should it be deemed practical.

"Annie Laurie," Lillian Gish Vehicle Picked for Photoplay Guide

"Annie Laurie," Metro-Goldwyn-Mayer's romantic starring picture for Lillian Gish, now playing at the Embassy Theatre, New York, has been chosen by the National Board of Review for their Photoplay Guide.

The selection was made, according to announcement, because of the picture's great entertainment value; the worth of its historical setting; the fine playing of the entire cast, as well as the histrionic achievement of the star: and the masterly direction of John S. Robertson.

"Annie Laurie" is based on an original story by Josephine Lovett. Norman Kerry, Creighton Hale, David Torrence, Hobart Bosworth, Brandon Hurst and other fine players are included in the supporting cast.

DEATH'S JESTERS

Someone shouted "Fire" during the showing of "The Hunchback of Notre Dame" at the Town Hall, Merrickville, Ont., and nearly caused a panic. E. B. Gravel, manager quieted his audience by assuring them that it was a "false alarm." A reward has been offered for the arrest of the "practical jokers."

Bebe Daniels, who critics said out-Douglased Douglas Fairbanks in her latest Paramount picture, "Senorita," used to be the leading woman in Harold Lloyd's two-reel comedies.

TORONTO THEATRES

UPTOWN — "Cradle Snatchers," with Louise Fazenda—Fox. A Class A Comedy that is as amusing as the original stage comedy; and that is "some record." Three wives who try to teach their "daddies" that they can indulge in the same ambitious desire to find "youthful recreation" develops marital complications when these same merry wives engage the services of three students in need of cash to act the part of admiring lovers. The husbands are supposed to be off on a hunting trip, but turn up at the country house of one of the three, just in time to find the wives enjoying their little recreation with the beardless students, without being risque, the comedy is deliciously amusing and spicey. Tired business men and flapper-chasers, fed-up wives and flappers will appreciate the developments; and husbands will discover that the "shooting ducks" story will have out-lived its usefulness. Louise Fazenda as one of the "Cradle Snatchers" gets a riotous chance for her special brand of comedy. Dorothy Phillips, J. Farrel MacDonald, Ethel Wales, Sammy Cohen and Arthur Lake all help to make the comedy hum merrily. Howard Hawks did a real bit of direction from the scenario which was cleverly adapted by Sarah Y. Mason.

TIVOLI — "The Whirlwind of Youth," with Lois Moran — Paramount. Class B plus. Presents Lois as a most charming and unusual type of a heroine. The picture has real drama value and the love-interest is cleverly introduced without any apparent effort. The story revolves around a philanderer, who awakens the love of a real woman; and who becomes regenerated through her love for him into finding the value of true love; and the happiness of a real woman's affection. Two students, chums, attract the same woman, who loves the least worthy of the two. War breaks out, but before our hero and his friend leave for "the front," hero and heroine are united in marriage. Both survive the ravages of war. The adaptation is from a story by Hamilton Gibbs. Rowland V. Lee directed with a sense of dramatic values. Donald Keith does splendid work as the fickle hero; and later in his serious moments. Larry Kent as the sacrificing friend balanced the cast's perfection. The picture has a most sympathetic appeal through the humaneness of all the characters.

SHEAS'S HIPPODROME — "The Heart of Salome," with Alma Rubens — Fox. Class B. A real melodrama, wherein a beautiful French spy asks for the life of an American whom she has loved in vain. When her request appears in danger of being gratified she endeavors to save him. Those who enjoy melodrama will find plenty of it packed into this picture. From rural surroundings to Paris gives Alma Rubens plenty of scope in which to look attractive.

LOEW'S — "Wedding Bills," with Raymond Griffith — Paramount. Class B. Furnishes comedy and drama equally balanced. It reveals the efforts of a "good matrimonial catch" to escape from the destiny of marriage. He does not escape, therefore this picture should appeal to wives and husbands; and those maidens with "Wedding Bill" aspirations.

PANTAGES — "Blinkeyes," with Betty Balfour — Regal. Class B. Betty Balfour is a jolly little star, but a Limehouse setting is not the jolliest kind of entertainment. "Blinkeyes" is a show girl who wins the love of an "English toff." A member of the dockyards gang objects fistically, but "the toff" wins the little dancer after some pretty tough rough and tumble fighting. Limehouse is always suggestive of odd characters; and Blinkeyes presents several of them, all admirably portrayed. Betty is a real star with plenty of "it" quality and versatility. The picture was produced in England at the Welsh-Pearson Studios, responsible for "The Better 'Ole" and "Alf's Button."

Neighborhood Theatres

PALACE — "McFadden's Flats," with Charlie Murray and Chester Conklin — First National. Class A Comedy. A hilarious comedy with leads screamingly funny. A record breaker that gets the laughs and box-office returns. "The Magic Garden," with an All-Star Cast. F. B. O. An entertaining feature, that is sure to please all audiences, and add to the prestige of your theatre for "clean entertainment."

ST. CLAIR—"The Notorious Lady" with Lewis Stone — First National. Class B. This star, supported by an excellent cast, provides a pleasant evening's entertainment. "The Fourth Commandment," with Belle Bennett—Universal. Class B plus. The star of "Stella Dallas," in a fine role. Love's anguish and a happy ending.

COLLEGE — "Slide, Kelly, Slide," with William Haines — Metro-Goldwyn-Mayer. Class A. Haines slides away with the picture, and the picture is a real showman. It shows how to "get them in."

BEACH — "The Magic Garden," with an All Star Cast — F. B. O.

CAPITOL — "Mr. Wu," with Lon Chaney — Metro-Goldwyn-Mayer. Class B plus. Chaney in a role that is to his liking. Supported by Ralph Forbes and Renee Adoree, the picture has unusual drawing power and is worth seeing. "The Night of Love," with Ronald Coleman and Vilma Banky — United Artists. Class B plus. This ideal couple in a thrilling tale of love and romance of the dreams gone by. The call of youth and love's desire.

ALHAMBRA — "Rookies," with Karl Dane and George K. Arthur —Metro-Goldwyn-Mayer. Class A Comedy. This fun-making couple in a hilarious comedy that makes the whole world laugh. "Ankles Preferred," with Madge Bellamy—Fox. Class B. A spicey feature with "ankles slim and appealing."

OAKWOOD — "McFadden's Flats," with Chester Conklin and Charlie Murray — First National. "The Magic Garden," All Star Cast — F. B. O.

BELSIZE — "The Beloved Rogue," with John Barrymore—United Artists. Class A. America's greatest actor in a fine picture supported by a great cast. "Knockout Reilly," with Richard Dix — Paramount. Class B plus. "A knockout" of a picture with the star at his best and supporting cast good.

Theatre Decoration

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Round About the Studios

Sally O'Neil, the "frisky stepper," in Metro-Goldwyn-Mayer's "Frisky Sally Levy."

Mary Brian has played in twenty pictures, and has been featured in every one of them since she was discovered and cast as Wendy in "Peter Pan." She is now working as Richard Dix's leading woman in his newest Paramount starring vehicle, "Man Power."

Ralph Ince and his "Shanghaied" company sailed for Catalina Island to take the final scenes of the great sea picture he is making for F. B. O.

Accompanying Ince on his flying trip to the Isthmus were Patsy Ruth Miller, Wally Fox, assistant director, and Joe Walker, cameraman. The company will return to Hollywood in a few days.

The real story of Jesse James, the man, showing the human side of one of America's most colorful figures, will be made into a Paramount special picture by Fred Thomson. His famous horse, Silver King, will be in the picture.

Estelle Bradley appears opposite Lloyd Hamilton in his most recent starring vehicle, "Goose Flesh," which will be released in June by Educational.

"The Jazz Singer," to be filmed with Vitaphone accompaniment and vocal reproduction of several dramatic sequences, was started with Alan Crosland at the megaphone. Some minor scenes will first be shot pending the arrival of the star, George Jessel, who is en route from New York. May McAvoy will be Jessel's leading lady in this screen version of the play in which the young actor has been scoring on Broadway for two successive seasons.

Elaborate preparations are now under way for "Buttons," Jackie Coogan's next Metro-Goldwyn-Mayer starring vehicle, production on which is scheduled to start shortly, with George Hill, who made "Tell It to the Marines," "The Callahans and the Murphys," and other oustanding films as the director.

Victor Schertzinger has finished "The Secret Studio" for Fox Films. Olive Borden has the featured role with support from Walter McGrail, Margaret Livingston, Clifford Holland, Joseph Cawthorn, musical comedy star, and Ben Bard, former Beau Brummel of the vaudeville stage. James K. McGuinness, former New York newspaperman and column conductor, wrote the scenario and titles for "The Secret Studio," which is based on the newspaper serial story by Hazel Livingston.

Paul Vincenti will shortly be seen in "The Stolen Bride" for First National.

"Out All Night," Reginald Denny's latest starring vehicle for Universal has been completed and is now in the process of cutting and editing, it was announced recently at Universal City.

The production is from an original story by Gladys Lehman and was directed by William A. Seiter. Marian Nixon has the leading feminine role while others in the cast are Dorothy Earle, Ben Hendricks, Jr., Wheeler Oakman and Dan Mason.

Scene from "Bitter Apples," starring Monte Blue and Myrna Loy — A Warner release.

Joan Crawford appearing opposite Lon Chaney in Metro-Goldwyn-Mayer's "The Unknown."

Scene from "The British Clipper," starring William Boyd, released through P. D. C.

A scene from "Jungle Heat," an Educational-Mermaid Comedy. Al St. John and Lucille Hutton are pictured here.

Marceline Day and George K. Arthur share honors with Karl Dane in the hilarious comedy, "Rookies" — A Metro-Goldwyn-Mayer production.

Scene from "Don Mike," starring Fred Thompson — A Greater F. B. O.

Dorothy Mackaill, First National featured player appearing in "The Road to Romance."

Louise Fazenda "listening in," Warner's "The Gay Old Bird."

Arthur Housman appearing in Fox productions.

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